



The Experience Movement:

How Millennials Are Bridging Cultural
and Political Divides Offline



Americans are attending more live events than ever before. In the past year, 4 out of 5 Americans (78%) attended a live event, ranging from entertainment-focused experiences like music concerts and beer festivals, to more cause-related events like marches and rallies. Our increased preference for live experiences is being driven by a strong desire to connect with people, our communities, and the world — and there's no doubt that the current political climate is contributing to this uptick.

A recent poll of adults aged 18+ in the U.S. conducted by event technology platform Eventbrite (in partnership with Ipsos and Crowd DNA) revealed that when Americans consider the future of our country, they say that two things are essential to promoting positive change: Connecting with one another in real life, and the resulting expansion of perspective.

80% of Americans believe it's essential for people to come together in person to promote positive change — regardless of age, gender, income, or geography — and 1 in 5 Americans attended an event supporting a particular cause within the last year (19%).

Nearly three quarters (71%) of Americans agree that attending live events makes them feel more connected to other people, the community, and the world — a sentiment that has increased significantly since 2014 (66%).

Connecting with people offline expands perspective and creates real impact in a way that online interactions can't. Seventy percent of American men and women agree that attending a live event has been more successful at expanding their perspective than just reading about a topic online.

But interestingly, an event doesn't have to be "political" to inspire positive change: 84% of people believe that all types of live events can inspire positive change for the country.

80%

of Americans believe it's essential for people to come together in-person to promote positive change

84%

of Americans believe that ALL sorts of events (not just political) can inspire positive change

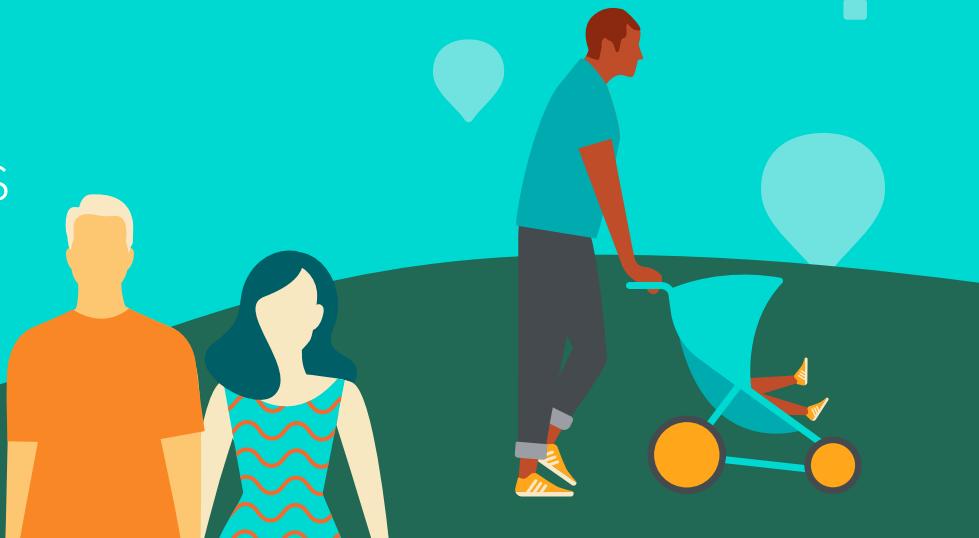


A Millennial-driven movement where experiences trump things

Often referred to as the “experiences generation,” Millennials (ages 18-34) now represent one-third of the national population, and continue to be the driving force behind the growing attendance at a diverse range of live events. This generation looks to live experiences for solidarity and as a form of expression; **9 out of 10 Millennials (89%) have attended at least one live event within the past 12 months**, significantly up from just three years ago (82%).

And although they’re getting older and entering what’s been referred to as their prime spending years, they’re not going out any less. Even as they mature into life stages that are traditionally coupled with buying more “things,” experiences continue to be the most valuable currency for Millennials. When deciding how to spend their money, **3 out of 4 choose to buy an experience rather than something desirable**, a figure that is consistent with previous Eventbrite [research](#).

3/4 of Millennials prefer experiences over things



Tech-savvy Millennials value offline connection in a time of political uncertainty

For this soul-searching group, experiences are often about identity-creation and escapism, but they're also about fulfilling a desire for deep human connection. **4 in 5 Millennials (79%) report that attending live events makes them feel more connected to other people, the community, and the world** — significantly up from 69% just three years ago. They're also chasing perspective: **74% said that attending a live event has been more successful at expanding their perspective than just reading about it online.**

While Millennials rely heavily on technology, they are also the strongest believers in face-to-face interaction as a key ingredient in promoting positive change: **3 in 4 (75%) feel that participating in or attending a live event (such as a march or demonstration) is more impactful than taking an action online (such as signing a petition)**, significantly higher compared to 55% of those aged 35+. They also attend more political events than older generations: **over a quarter of Millennials (28%) have attended an event supporting a particular cause in the last year**, compared to 15% of older generations. What's more, **over half (57%) revealed that engaging with a political cause online has encouraged them to take action offline** (compared to 31% of older generations).

75%

of Millennials believe that participating in/attending a live event is more impactful than taking action online

70%

of Millennials believe that live events are more successful at expanding perspective vs. reading online

57%

of Millennials believe that engaging with a political cause online has encouraged them to take action offline

Social capital still matters to Millennials

Our research finds that Millennials attend live events to challenge themselves (69%) and express who they are (73%), using online interactions as their inspiration and pathway into real life engagement. Social media is a key part of this expression, with nearly half (48%) of Millennials saying they attend live events so they have something to share on social channels and 4 out of 5 (78%) saying they enjoy seeing other people's unique experiences on social media as it fulfils their strong desire to connect and discover worlds they aren't usually exposed to. Nearly three quarters (73%) believe that attending a live event is the best way to show other people what they are interested in. This is in sharp contrast to the 48% of people age 35+ who *don't* look to live events as the primary way to express themselves.



61% of Millennial parents attend so they have things to share on social media

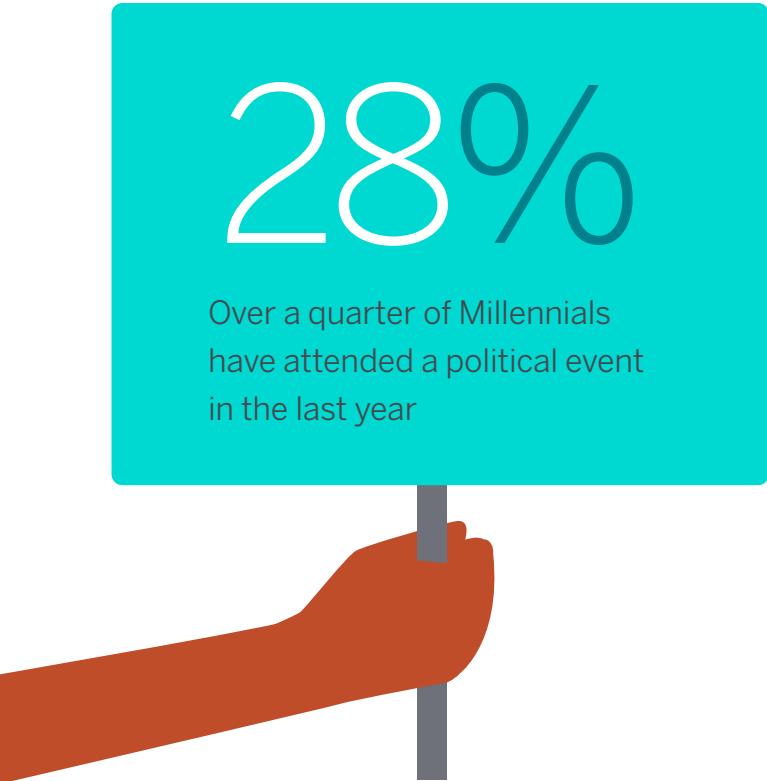


70%

of Millennial parents have used social media to live stream at an event

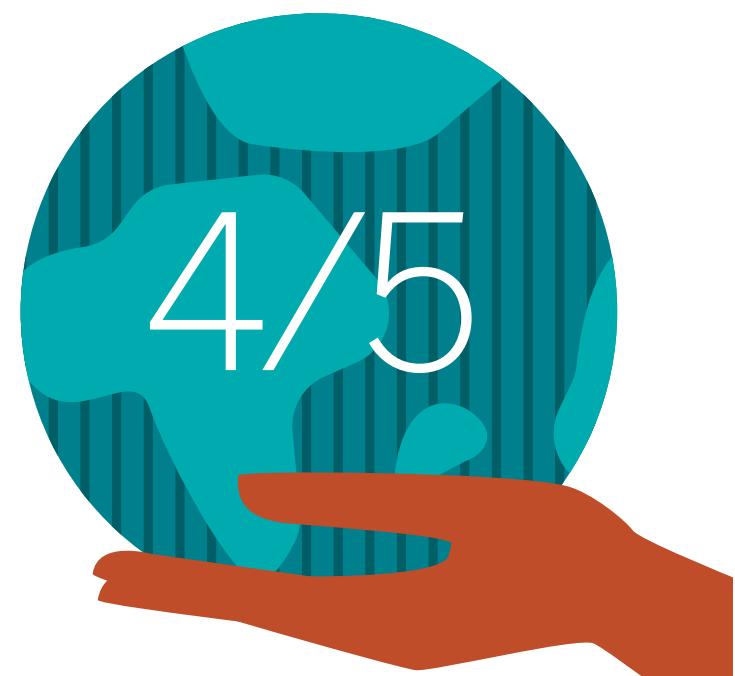
Millennials are growing up, settling down, becoming parents... and still going out

Millennials cover a wide range of life stages, but our research shows that Millennials of all ages have very similar attitudes towards live events, and value them for the same reasons. **The vast majority (82%) of young Millennials (aged 18-25) attend live events to make them feel more connected to other people, their community, and the world; a similar number of older Millennials (aged 26-34) feel the same way (78%). Seven in 10 (69%) of both younger and older Millennials attend live events to challenge themselves and escape everyday routines.**



28%

Over a quarter of Millennials have attended a political event in the last year



4/5

Millennials say that attending live events make them feel more connected to other people, the community and the world

53% of Millennials are parents



Two thirds (64%) of Millennials are attending more daytime, family-suitable events on the weekend now than they did 5 years ago, a trend driven by older Millennials. And we start to see some interesting differences when we look specifically at Millennials who are parents, compared to those who do not have children (53% vs. 47%). Millennial parents embrace social media with great vigor: **61% admit to attending a live event so they have something to share on social channels**, compared to only 34% of Millennials without children. Live streaming is also favored by Millennial parents; less than half (47%) of Millennials without children use social media to livestream or share their experience in the moment, compared to a full 70% of Millennial parents. This higher degree of sharing is likely driven by the **85% of Millennial parents that confess they enjoy seeing other people's unique and unusual live experiences on social media**.

The thriving experience economy

One thing that remains clear is that as the U.S. sways with political changes and uncertainty, the desire to connect in person through live experiences continues to be on the rise. As key drivers of the experience economy, Millennials are not slowing down either; older Millennials are keeping — and in some case exceeding — pace with their younger counterparts as they move through life stages like getting married, having children, buying houses, and advancing their careers.

Across all demographics, the sentiment that live experiences have the power to expand perspectives and influence our lives in a way that online interactions can't, was universal. As the live event landscape continues to grow, there's an increasingly strong demand for experiences that connect us in real life and contribute to growth and positive change.

Survey methodology

Findings are from an Ipsos poll conducted April 11th - 16th, 2017, by Crowd DNA, on behalf of Eventbrite. For the survey, a sample of 2,012 adults aged 18+ from the United States was interviewed online, in English. The sample for this study was randomly drawn using Ipsos' online sampling methodology and post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income based on the 2016 Census ACS. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.5 percentage points for all respondents.

About Eventbrite

Eventbrite is the world's leading event technology platform. The company has processed \$8 billion in gross ticket sales since inception and powers nearly three million events each year. Hundreds of thousands of organizers use Eventbrite to boost ticket sales, promote and manage events, handle onsite operations, and analyze results across multiple sales channels. Customers include Tribeca Film Festival, Newport Folk and Jazz Festivals, Maker Faire, Wanderlust, and many more. Eventbrite's capabilities are enhanced by Eventbrite Spectrum, the company's open API platform, which provides seamless access to more than 170 industry-leading technologies like Salesforce and Mailchimp. Additionally, over 50 million consumers use Eventbrite every year to discover a variety of live experiences and get tickets on a secure, easy-to-use platform. Founded in 2006, the company has 11 offices in 10 countries. Investors include Sequoia Capital, Tiger Global and T. Rowe Price. Learn more at www.eventbrite.com.

Eventbrite